

# **MARKETING YOUR MISSION**

## *NEW WAYS TO PUT FUNERAL PLANNING FRONT AND CENTER*

2008

FCA National Conference

Seattle, WA

**Ruth Bennett, PMA President**

**John Eric Rolfstad, PMA Executive Director**

Do People in your Community  
know about your FCA Affiliate?

Does the public know what  
services you provide?

Are Healthcare, Aging and  
End-of-Life Professionals  
Familiar with the work of your  
FCA Affiliate?

Does the News Media  
call on you as a resource  
for Funeral-related issues?

Do Governmental Officials  
look to you as a resource in  
shaping Public Policy?

How easy is it for the public to  
access information  
on your affiliate  
and the services you provide?

## THE CHALLENGE:

How do we get the word out with

- A) Limited Resources
- B) In a changing culture
- C) That is afraid to talk about death?

Due to changes in:

- Culture
- Communications
- Networking

Non-profits now need  
to be savvy at  
Marketing themselves

# In the 1950's



- Churches merely had to open their doors
- Fraternal organizations strong
- Fingers did walking through Yellow Pages
- Newspaper primary source of News and Information

# Now in the 21<sup>st</sup> Century



- Newspapers, churches & fraternal organizations struggling
- Internet primary source of information and networking

# BEFORE YOU START...

Be Clear:

- ✘ What is your Mission?
- ✘ What are you offering to the Public?
- ✘ Why would anyone want to join?

# WHAT DO YOU OFFER?

- ✘ Information?
- ✘ Advocacy?
- ✘ Price Discounts?
- ✘ Funeral Services?
- ✘ Simplicity?
- ✘ Peace of Mind?

# WHO IS YOUR TARGET AUDIENCE?

- ✘ Seniors?
- ✘ Middle-aged Caregivers?
- ✘ Eldercare/Healthcare Professionals?
- ✘ Mainstream Society?
- ✘ Ethnic/Religious Minorities?
- ✘ The Media?

# WHAT RESOURCES DO YOU HAVE?

- ✘ Volunteers?
- ✘ Money?
- ✘ Time?
- ✘ Paid Staff?

# WHAT'S THE HOOK?

What makes your organization stand out?

- ✘ Non-profit status
- ✘ Quality of Services
- ✘ Low Price
- ✘ Reputation

# WHAT ARE SOME OF THE MARKETING OPTIONS?

Sorted by Cost in Dollars

# FREE MARKETING OPTIONS:

- ✘ 211 Information Services
- ✘ Area Agencies on Aging
- ✘ Business Partnerships (co-ops, credit unions)
- ✘ Press Releases to TV, Radio, Newspapers
- ✘ Honorary Memberships
- ✘ Word of Mouth (Community Goodwill)

# LOW-COST MARKETING OPTIONS:

- ✘ Senior Resource Directory
- ✘ Brochure Distribution
- ✘ Public Speaking
- ✘ Resource Tables
- ✘ Internet Ads (Google & Yahoo)
- ✘ Funeral Home Price Survey

# HIGHER-COST MARKETING OPTIONS:

- ✘ Website
- ✘ Yellow Pages
- ✘ Online Yellow Pages
- ✘ Newspaper Advertising
- ✘ Membership in Business Chambers
- ✘ Direct Mail

NOW ITS YOUR TURN...

# TWO TYPES OF FCA AFFILIATES:

- ✘ Information and Advocacy Organization
- ✘ Buyer's Club

## Each Affiliate has:

- ✓ 1,000 Members
- ✓ 5 Active volunteers
- ✓ \$500 Marketing Budget
- ✓ No Paid Staff

# DEVELOP A MARKETING PLAN:

- ✘ What do you offer?
- ✘ Who are you marketing to?
- ✘ What makes you stand out?
- ✘ What are your resources?
- ✘ Why would someone want to join?
- ✘ What Marketing Options would you use?

# RESOURCES

## Network for Good:

[www.fundraising123.org/nonprofit-marketing](http://www.fundraising123.org/nonprofit-marketing)

## 211.Org

<http://211.org>

## Google Grants:

<http://www.google.com/nonprofits/grantstutorial.html>